



ACCEPTANCE OF PERINATAL EQUITY INITIATIVE PROGRAM FUNDING

Health Services Advisory Board Meeting, May 4, 2021

Adrienne Yancey, M.P.H., Child Health and Disability Prevention Coordinator

Maternal, Child, and Family Health Services

Public Health Services

County of San Diego, Health and Human Services Agency





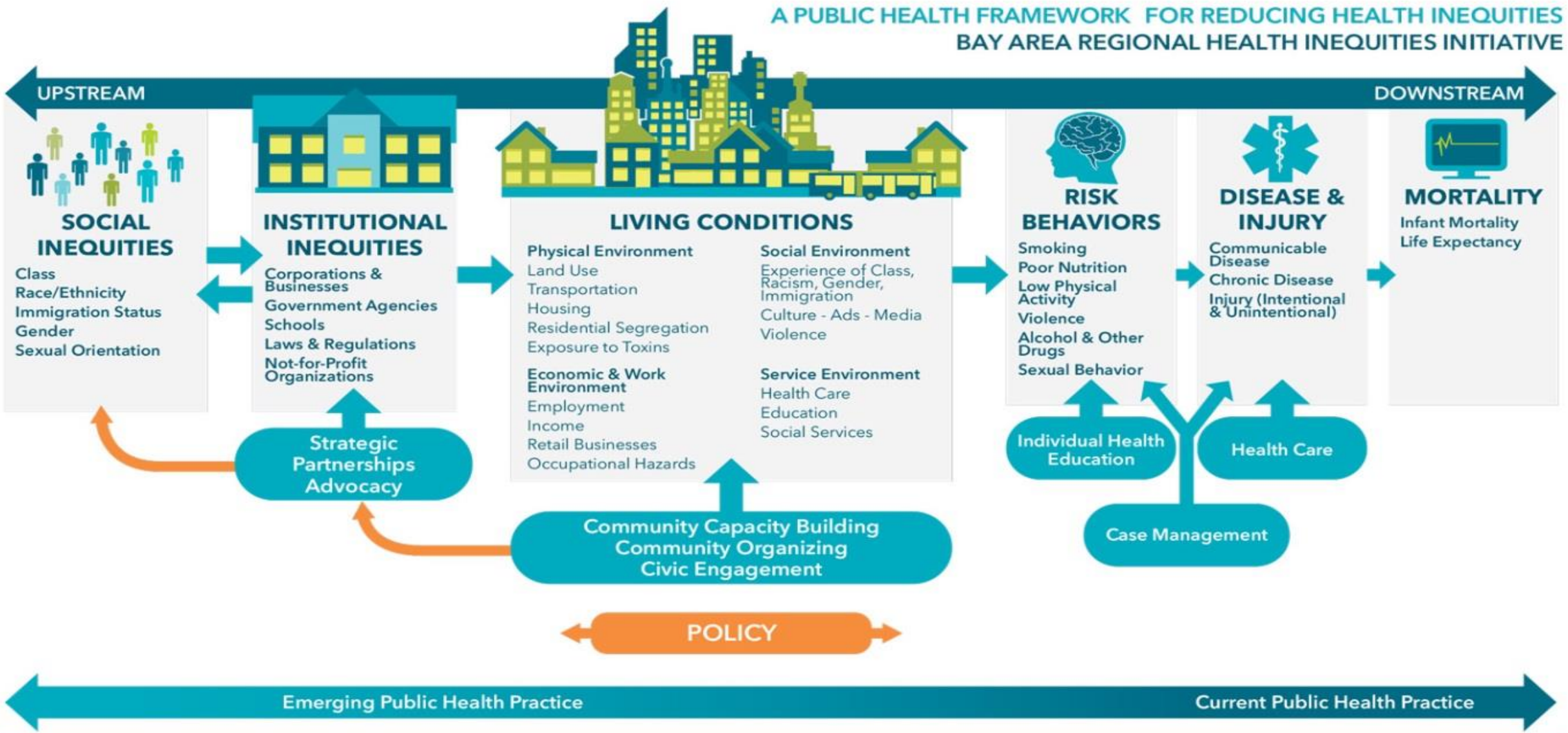
LIVE WELL
SAN DIEGO

Building
Better
Health

Living
Safely

Thriving

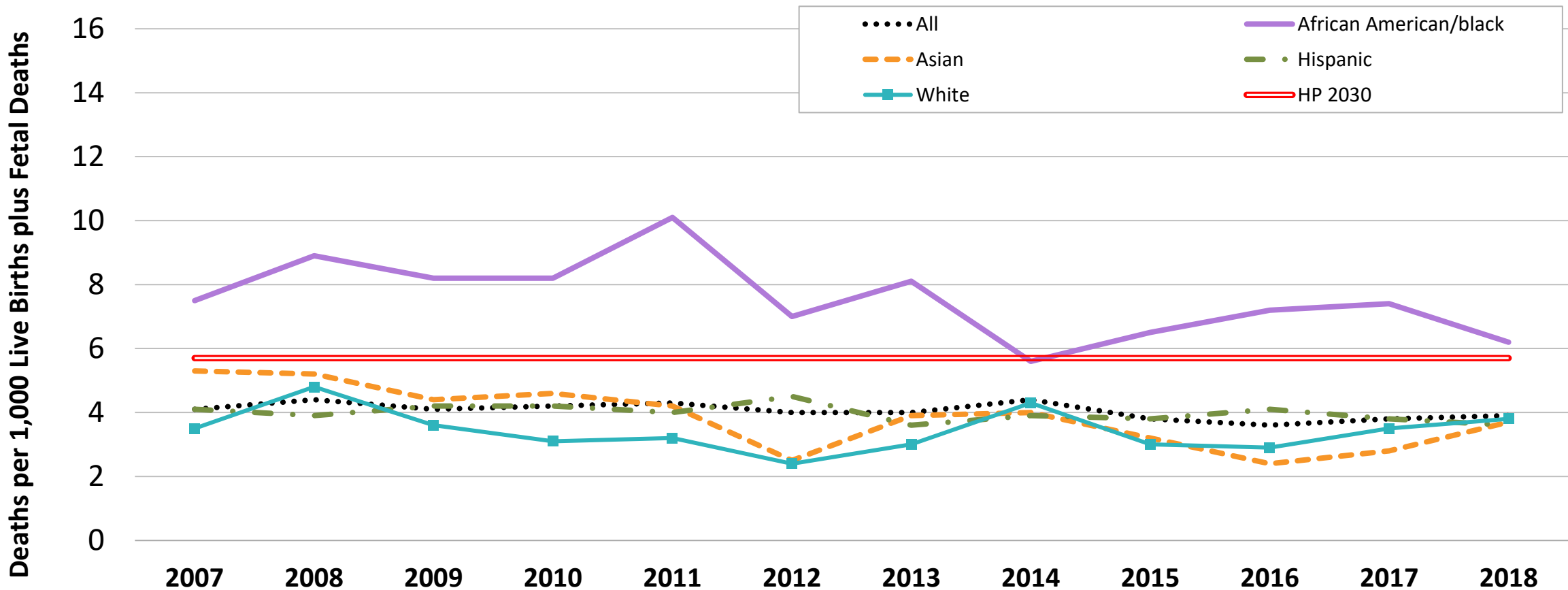
BAY AREA HEALTH INEQUITIES INITIATIVE



FETAL MORTALITY RATES BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS

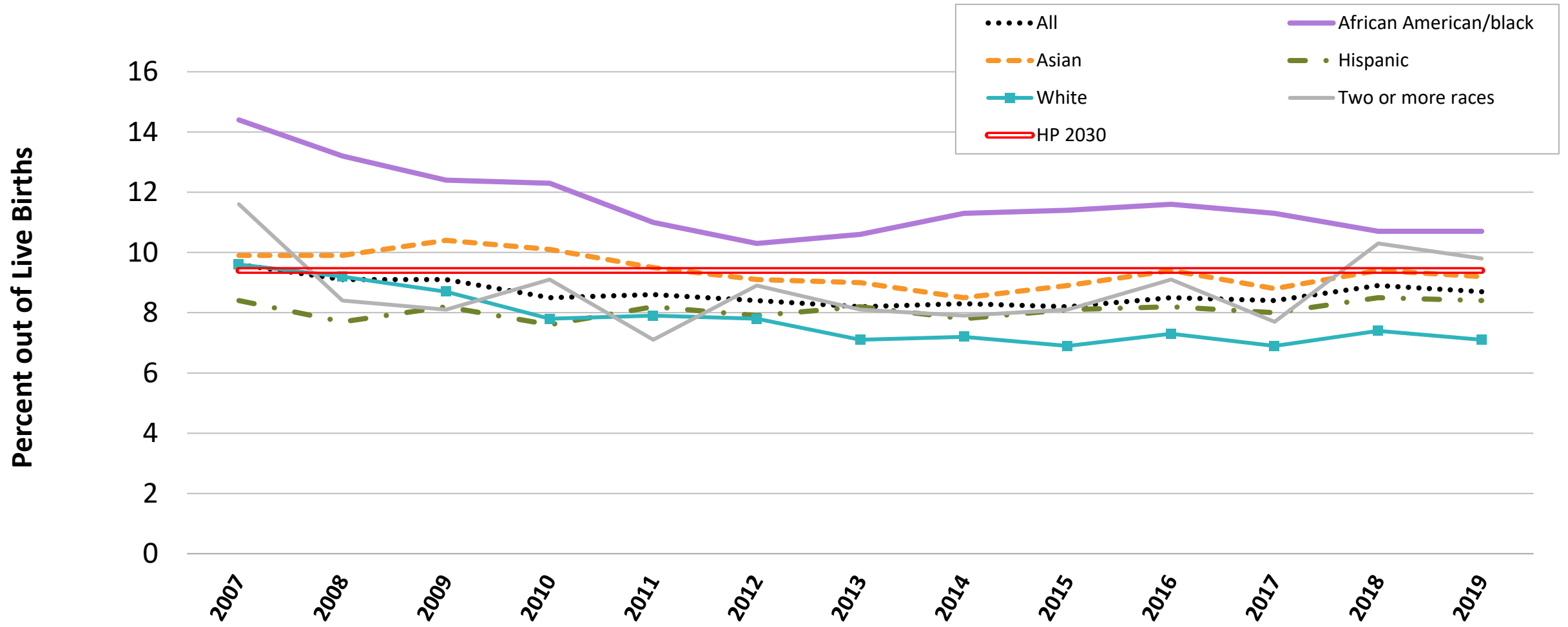


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- Unknown race/ethnicity and groups with fewer than 5 events in any period are not shown (Native American/Alaskan, Pacific Islander, Other, and Two or more races).
- Source: CDPH, Health Information and Research Section, Fetal Death Statistical Master Files.
- Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, MCFHS, 4/27/2021.

PERCENT PRETERM BIRTHS BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS

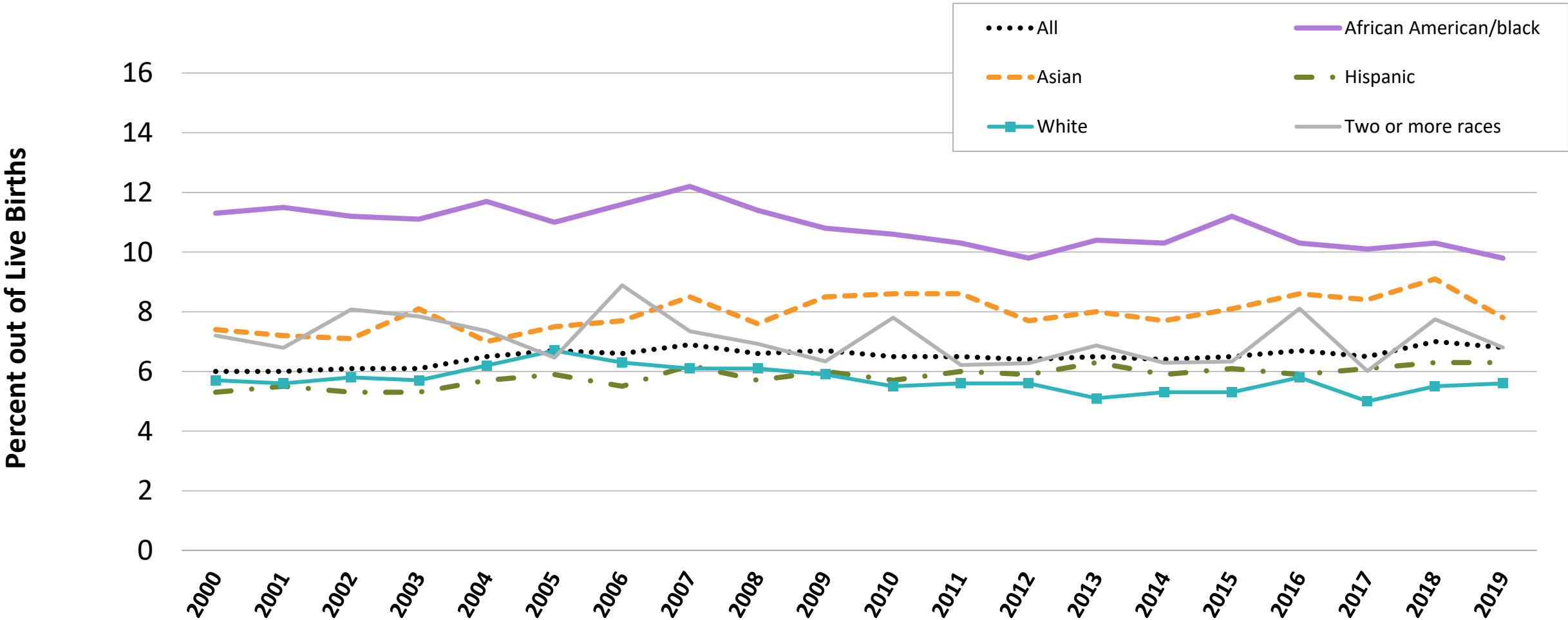


Unknown race/ethnicity and groups with fewer than 20 events in any period are not shown (Native American/Alaskan, Pacific Islander, and Other).

Source: CDPH, Health Information and Research Section, Birth Statistical Master Files.

Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, MCFHS, 12/14/2020.

PERCENT LOW BIRTH WEIGHT BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS



Unknown race/ethnicity and groups with fewer than 20 events in any period are not shown (Native American/Alaskan, Pacific Islander, and Other).

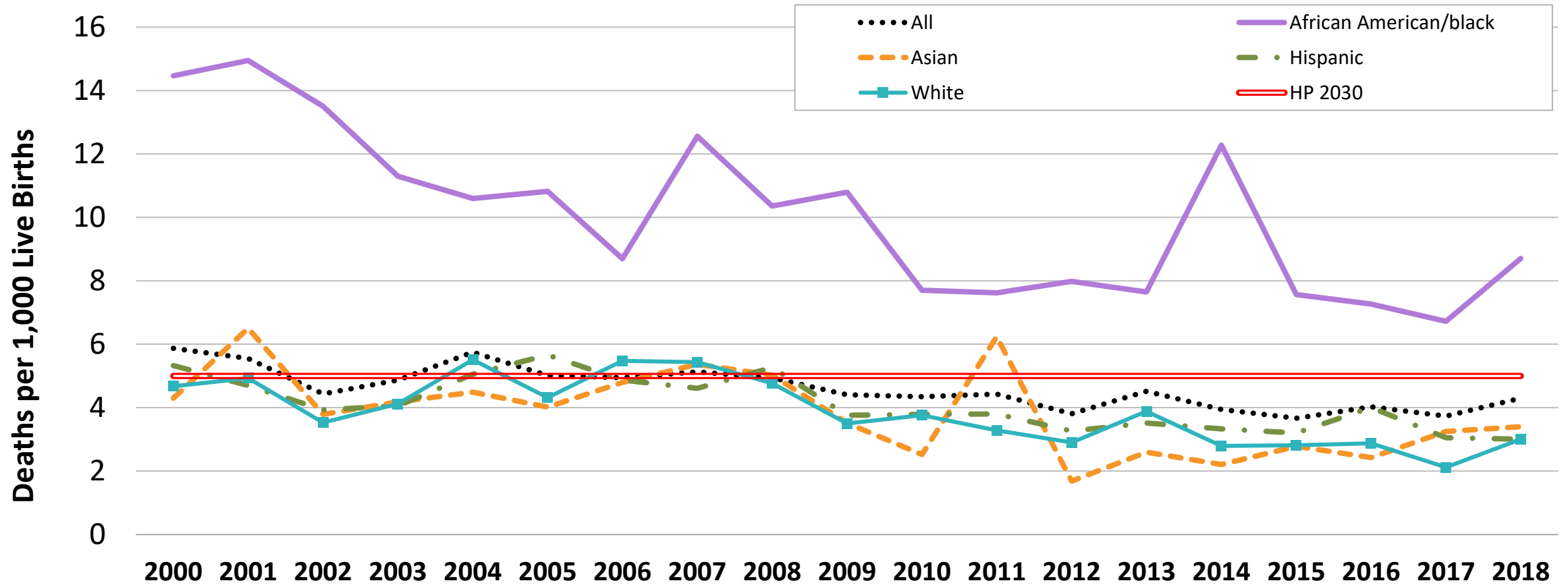
Source: CDPH, Health Information and Research Section, Birth Statistical Master Files.

Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, MCFHS, 12/14/2020.

INFANT MORTALITY RATES BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS



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- Unknown race/ethnicity and groups with fewer than 5 events in any period are not shown (Native American/Alaskan, Pacific Islander, Other, and Two or more races).
- Source: CDPH, Health Information and Research Section, Birth Cohort Statistical Master Files.
- Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, MCFHS, 2/23/2021.

PERINATAL EQUITY INITIATIVE



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Overview

In June 2018, the Governor signed legislation establishing the California Perinatal Equity Initiative (PEI) within the California Department of Public Health.

San Diego County PEI Program

- Public Awareness Campaign: *Black Legacy Now*
- Fatherhood Program
- Implicit Bias Educational Training Program
- Community Advisory Board



Jabrasia, Dorian, and Ahliyah, El Cajon



The PEI Community Advisory Board (CAB):

- Consists of over 80 individuals representing African-American community members, health care providers and organizations serving African-American women and babies.
- Meets bi-monthly since April 2019.

Accomplishments

- Determined intervention strategies of fatherhood program and implicit bias for health care providers.
- Provided valuable input in the development of the *Black Legacy Now* media campaign.

MEDIA CAMPAIGN



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A public awareness media campaign to raise awareness regarding African-American preterm birth rates, infant mortality, and promote health activities that will contribute to African-American maternal health and well-being is required.

Accomplishments

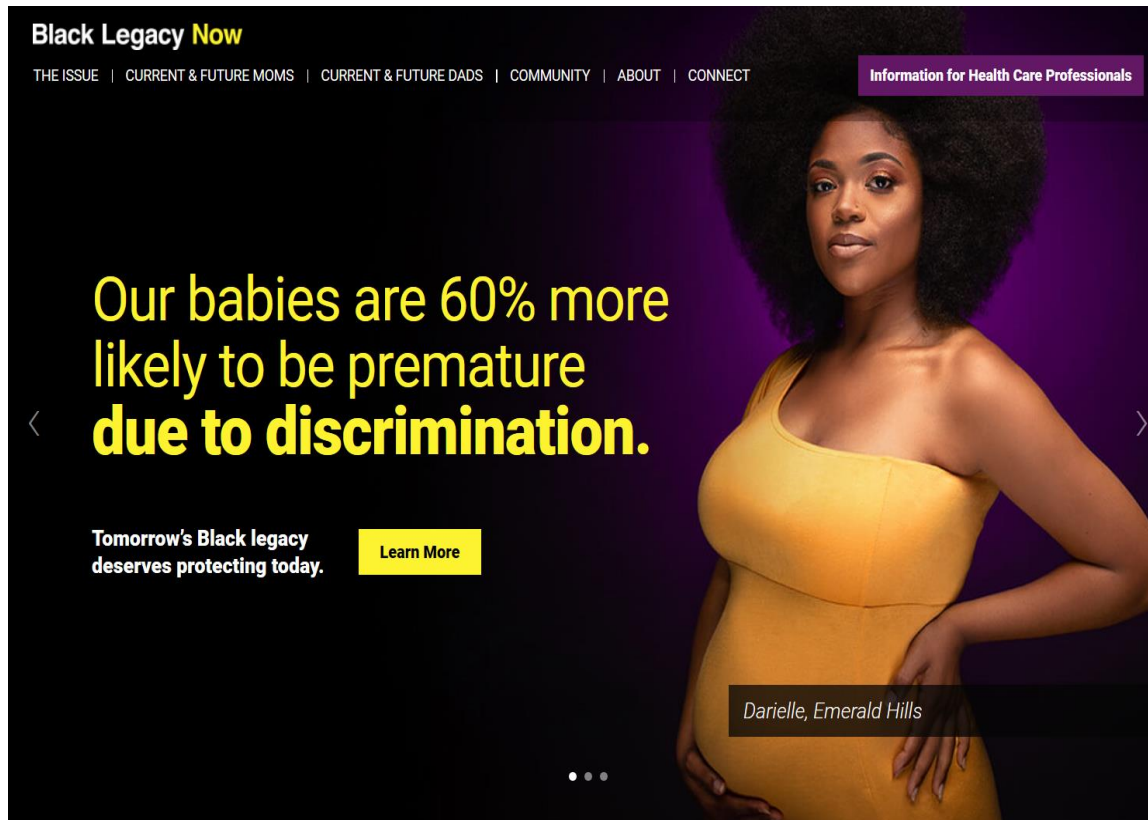
- *Black Legacy Now* campaign launched September 14, 2020.
 - Developed website.
 - Established social media presence on Facebook and Instagram.
 - Created social media digital advertisements, posts, and responses.
 - Held press conference on January 28, 2021.

BLACK LEGACY NOW



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Website



Instagram



Facebook



BLACK LEGACY NOW



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Postcards and Advertisements



BLACK LEGACY NOW



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Digital Advertisements



Press Conference



BLACK LEGACY NOW



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Billboards



In-Clinic Posters for Health Care Providers



FATHERHOOD PROGRAM



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The Father2Child II Program provides educational resources and support to soon-to-be fathers ranging to fathers with an infant up to 1 year of age to be a positive influence and role model in the lives of their child(ren).

Accomplishments

- Researched best practices in outreaching and recruiting African-American fathers into the program.
- Trained and certified to implement the 24/7® Dad evidenced-based fatherhood curricula.
- Established a bi-directional referral system with the Black Infant Health Program.
- Formed a fatherhood collaborative with local fathering/parenting community agencies to share and leverage resources.

IMPLICIT BIAS TRAINING



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The Implicit Bias Educational Training program will train health care professionals and their staff who serve African-American pregnant women to recognize their implicit bias and reduce racism in the health care setting.

Trainings will be designed for:

- Obstetricians and gynecologists.
- Family Physicians who provide obstetrical and gynecological services.
- Nurse Practitioners and Physician Assistants.
- Ancillary medical staff in medical offices (e.g. medical assistants).

Accomplishments

- Established a physician subcommittee of PEI CAB to advise on best methods of outreaching to and training physicians.

PERINATAL EQUITY INITIATIVE



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- **Award:** \$968,620
- **Project period:** July 1, 2021 to June 30, 2023
- **Project goal:** To improve the health and well-being of African-American women and infants through increased awareness of health disparities due to racism.
- **Target population:** African-American women of childbearing age, their families, and healthcare professionals.

REQUEST FOR HSAB SUPPORT



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BOARD LETTER RECOMMENDATIONS

- Authorize the acceptance of \$968,620 in grant funds from the California Department of Public Health, Maternal, Child, and Adolescent Health Division for the period of July 1, 2021 through June 30, 2023 for the Perinatal Equity Initiative.
- Authorize the Clerk of the Board to execute all required grant documents upon receipt, including any annual extensions, amendments, and/or revisions thereto that do not materially impact or alter the services or funding level.
- Authorize the Agency Director, Health and Human Services Agency to apply for additional funding opportunity announcements, if available, that address improvements of health equity for San Diego County residents.



QUESTIONS AND DISCUSSION

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